

Award of Merit

BAKER'S

for

EXCELLENCE IN ADVERTISING AND THE
ADVANCEMENT OF MERCHANDISING OF
HOME FURNISHINGS IN WESTERN AMERICA

Awarded by

WESTERN MERCHANDISE MART
SAN FRANCISCO, CALIFORNIA

On behalf of the Advertising Exhibit Committee of the
Western Home Furnishing Industries



A. Cameron Ball
Chairman of Awards Committee

Ed. Brown
Secretary

Date: FEBRUARY 7, 1956 RETAIL HOME FURNISHING ADVERTISING EXHIBIT

Your Guarantee

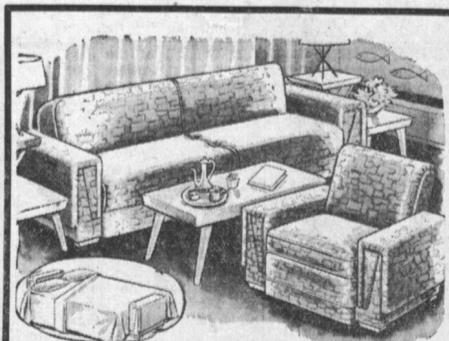
BAKER'S FURNITURE STORE - NATIONAL AWARD

YOUR FURTHER ASSURANCE YOU MAY DEAL

WITH CONFIDENCE AT **Baker's**

We have a Complete Selection of famous
Imperial Milk Glass exclusively at
BAKER'S in TORRANCE

OPEN
MON. & FRI.
'TIL 9:00



2-PC. LIVING ROOM GROUP
Divan and Matching Chair, Choice of
decorator colors and fabrics. **99⁹⁵**

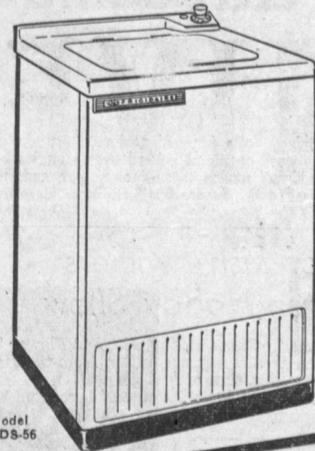


2-PC. LIVING ROOM SET
Hardwood Mantle Throughout
• Your Choice of Fine Decorator
Tweed Colors Reg. **219.95**
• Choice of Club or Rocker Chair Value **119⁹⁵**
• Double Deck Coil Springs - makes into comfortable bed

GET OUR BIG DEAL

ON THIS BRAND-NEW 1956

FRIGIDAIRE DE LUXE AUTOMATIC WASHER!



Right now, you can own
this wonderful, automatic
Frigidaire Washer for less
money than you ever
dreamed possible! Simply
trade in your present wash-
er to us. We'll make you a
whopping allowance if it's
a preferred make, in good
operating condition.

\$199⁹⁵

FRIGIDAIRE Auto-
matic Model WDS56 WASHER
• LIFETIME PORCELAIN - inside and out
• Exclusive RUB-FREE WASHING ACTION
• AUTOMATIC - set and forget • NEW
ECONO-DIAL—like two washers in one,
for regular and fine fabrics—saves time,
water and suds • FLOAT-OVER RINSES
• RAPIDRY SPIN

BANISH "WASHDAY BLUES"

—TRADE IN YOUR PRESENT WASHER TODAY

Your once-a-year
opportunity to save on

the magnificent
Magnavox
television

Factory authorized
clearance sale—

BUY NOW AND
SAVE UP TO

\$100⁰⁰

while they last!



"The Gotham 24" model MV306R
NOW ONLY **\$269⁵⁰** (VHF)

In your choice of many finishes

Save \$90.00 on this giant 335 sq. in. picture console
in a smart, compact acoustical cabinet. Super-de-
pendable Magnapower chassis. Top-mounted
controls; chromitone filter; slanted reflection
barrier; two 8" extended-range speakers.



"The Constellation 21"
model MV150L

Big 265 sq. in. picture console—
at a table model price!

NOW ONLY **\$199⁵⁰**

In your choice of many finishes

Put this compact console in your
home for no more money, and in
no more floor space, than a table
model! Top tuning; 8" speaker; full
transformer Magnapower chassis.

Easy credit terms!



"The Magnavision 21"
model MV121LL

Big 265 sq. in. picture!

NOW ONLY **\$149⁵⁰** (VHF)

Smart, compact cabinet houses full
transformer powered chassis; convenient
top tuning; new omni-directional sound.

Low weekly payments!

NEW FROM MAGNAVOX!

FIRST HIGH FIDELITY TELEVISION

with STEREOSONIC
SOUND



THE VIDEORAMA

Come in—see and hear true high
fidelity television with four
speakers that surround you with
sound. Sensationally low priced at
\$299.50 (VHF), complete with legs.
Slightly higher with table shown.

Magnavox television models
priced as low as \$149.50 (VHF)
high fidelity radio-phonographs from \$99.50

BAKER'S

SAVE \$50⁰⁰!

ON NEW 1956
TOP FRONT TUNING

Admiral
TV CONSOLE

WAS 249.95
NOW ONLY
\$199⁹⁵
The Delmonico
mahogany grained finish

- ★ **NO STOOP, NO STRETCH TO TUNE**
Controls up top, at front of cabinet
—you tune standing up!
- ★ **BIG, CLEAR PICTURE**
21" tube measured on diagonal.
Clear-as-life close in, or far out!
- ★ **DOUBLE BRIGHTNESS**
Aluminized tube gives you twice the
contrast and picture brightness!

QUANTITIES LIMITED

Styling that all America
wants—ultra-smart with
matching, golden-tipped
tapered legs... "Off-The-Floor" to
let you clean underneath!

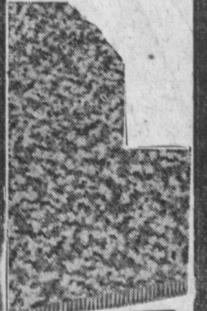
BAKER'S

TELEVISION — FURNITURE — APPLIANCES

1512 CRAVENS AVENUE
1344 EL PRADO AVENUE

PHONE FA. 8-2778
PHONE FA. 8-6606

CARPET
YOUR HOME
40 SQ.
YDS.
COSTS LESS
THAN YOU THINK



NYLON
VICOSE

279⁹⁵

Completely Installed
NO MONEY
DOWN
2.99 WEEK

BOUCLE
BROADLOOM

219⁹⁵

Completely Installed
NO MONEY
DOWN
1.99 WEEK

Price Includes:
• All Labor
• All Sewing
• All Tackless Strip
• Carpet
• 40-oz. Waffle Pad
NO MONEY DOWN
Take Three Years to
Pay, As Low As
7.50 Month
Bank of America Terms